

**REMARKS**

Claims 1-87 were originally pending in the application. Applicant has added claims 88-95 in the present Amendment. Accordingly, claims 1-95 will be pending upon entry of the present Amendment.

Applicant has amended claim 45 to correct an informality discovered therein. Specifically, claim 45 has been amended to depend from claim 40 rather than claim 32. No new matter has been added.

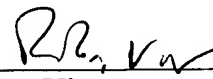
New claims 88-95 have been added to recite features with respect to the presentation or identification of goods to users for selection. No new matter has been added as the subject matter of the claims is present in the specification as filed at least at paragraphs 0062-0068.

Applicant believes the pending application is in condition for allowance. Accordingly, Applicant respectfully requests that the claims be passed to issue.

The required fee for this response is enclosed. If any additional fee is due, please charge Deposit Account No. 06-2380, under Order No. 63134/P013US/10301974 from which the undersigned is authorized to draw.

Dated: April 27, 2006

Respectfully submitted,

By   
R. Ross Viguet  
Registration No.: 42,203  
FULBRIGHT & JAWORSKI L.L.P.  
2200 Ross Avenue, Suite 2800  
Dallas, Texas 75201-2784  
(214) 855-8185  
(214) 855-8200 (Fax)  
Attorney for Applicant